

# (12) UK Patent Application (19) GB (11) 2 144 254 A

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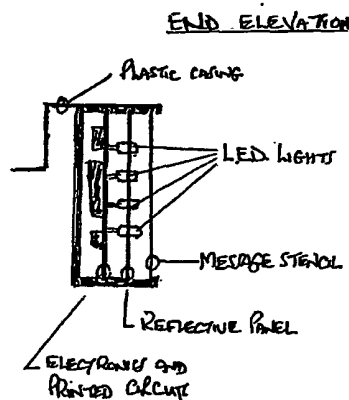
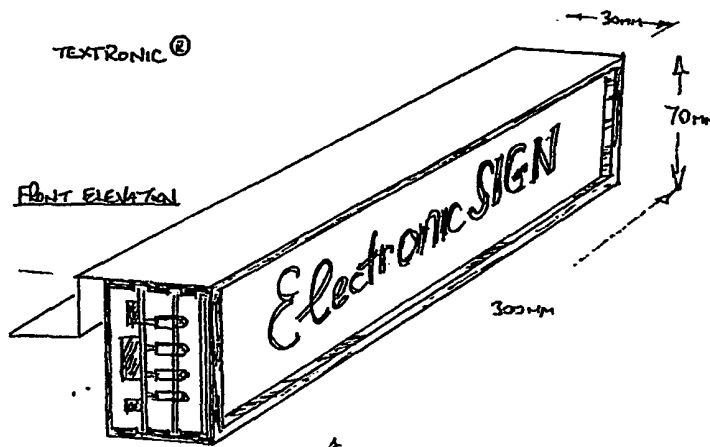
(52) Domestic classification  
G5C 704 A361 DBX EL HB

(56) Documents cited  
GB 1439059 GB 0489869  
GB 1171421 EP A1 0069571  
GB 1110624

(58) Field of search  
G5C

## (54) Rear-illuminated sign

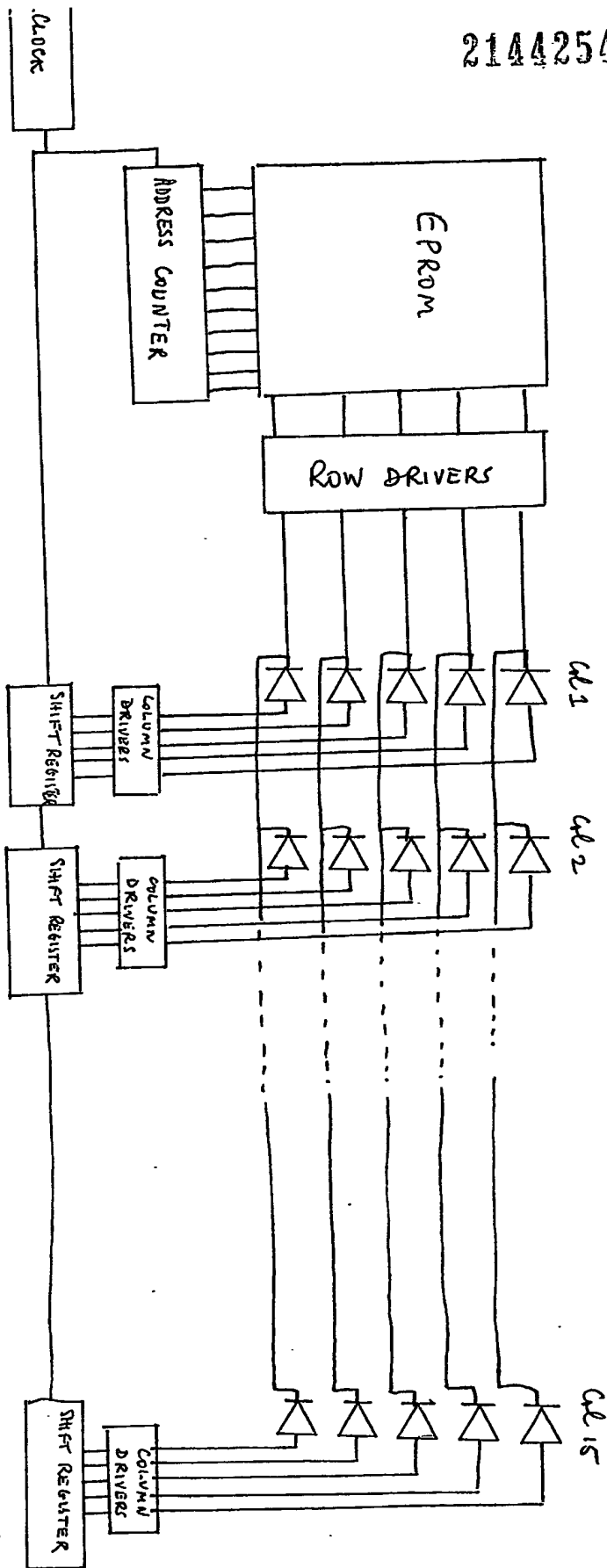
(57) A panel bearing a message or illustration is positioned in front of an array of light emitting diodes controlled by an electronic circuit which signals the sequence of illumination to each diode, the light from the diodes showing through the message or illustration. The entire unit is encased in a plastics box attached to an upward section for displaying on shelves, as a hanging sign or secured to a wall. The panel may be of plastics, paper, card or glass. The circuit can be programmed for different sequences of lighting as often as required.



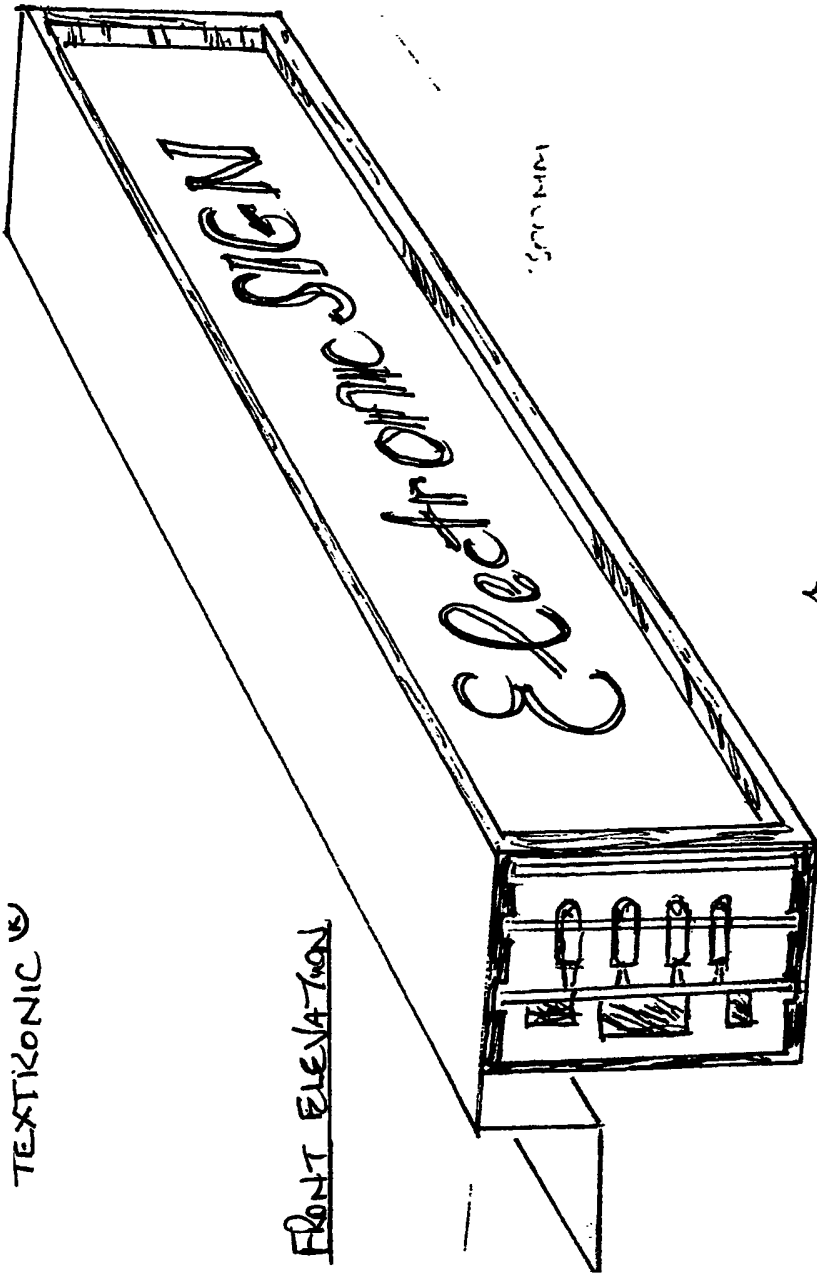
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75 LEDs in matrix of 5 rows & 15 columns 10mm spacing



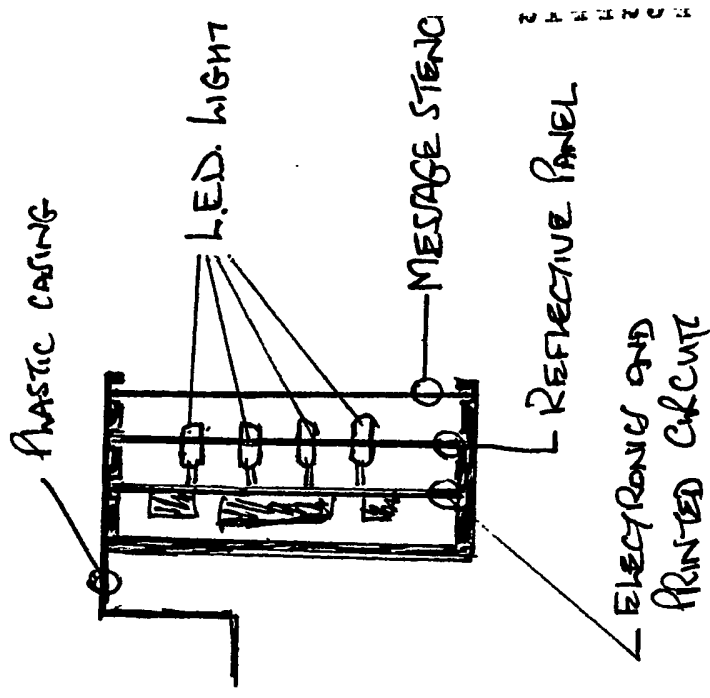
TEXTRONIC 6



FRONT ELEVATION

70mm

END ELEVATION



## SPECIFICATION

## Electronic display

5 This invention relates to Electronic news scan displays.

News scan moving message displays are made up of electronic circuits programmed to instruct L.E.D. lights or electric light bulbs to illuminate written  
10 messages moving across the display unit.

The restriction is that the messages can only be made up by the formation of the L.E.D. or light bulbs.

According to the present invention a stencil which may be printed black & white or in full colour is  
15 supplied to fit over the face of L.E.D. lights or light bulbs which facilitate the use of graphic designs logo styles or any style of lettering.

The electronic circuit is programmed to signal blocks of L.E.D. lights or light bulbs to illuminate in  
20 sequence in any direction behind the graphics or written stencil.

The material for the stencil which is the message or graphics panel is made of plastic, card, film paper or any other material which allows the light to  
25 illuminate through the transparent area.

A specific embodiment of the invention will now be described by way of example with reference to the accompanying drawing in which:-

*Figure 1* Illustrates the completed Electro Display  
30 in position.

*Figure 2* Illustrates the L.E.D. lights or electric bulbs positioned inside the base of the display, with the lid of the display which holds the message stencil placed ready to close.

35 *Figure 3* Shows the graphic design message stencil placed over the L.E.D. lights or electric bulbs.

*Figure 4* Shows the graphic design message panel being placed into the lid of the display unit which is the face of the display.

40 *Figure 5* Illustrates the display being inserted into the plastic channeling to secure its closure and display method.

Referring to the drawing the Electronic Display comprises a box 10 and a message stencil 11. in  
45 order to change the message stencil the lid 14. is separated from the base 12. which holds the electronic circuitry 13.

The message stencil 15. allows the L.E.D. or light bulbs 16. to illuminate the transparent lettering. In  
50 order to change the message a new stencil 18. is placed into the lid 17.

The complete display 19. can be slid into channeling 20. which is used to attach the display to shelving  
21.

55

## CLAIMS

1. A boxed electronic display unit comprising electronic circuits, L.E.D. lights or electric bulbs,  
60 programmed to give signals to one or more of such lights to illuminate a stencil of any graphic design, logo style or written message, thus creating sequential movement in any direction.

2. A boxed electronic display unit as claimed in  
65 claim 1. whereby a stencil of any design either

graphic or written message may be printed in black & white or in full colour.

3. A boxed electronic display unit as claimed in claim 1. or claim 2. wherein any message or graphic  
70 design may be produced in all accepted printing methods which allow light to pass through the transparent areas required.

4. A boxed electronic display unit as claimed in claim 1. or claim 2. or claim 3. which facilitates the  
75 easy alteration of any message or graphics.

5. A boxed electronic display unit as claimed in claim 1. or claim 2. or claim 3. or claim 4. which offers the availability of a holder for the display unit to  
80 eliminate interference of the display by unauthorised persons.

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